

I. Uses of Presentation Software

A. Characteristics of Inappropriate Content for Presentation Software

1. Content is trivial or does not have a clear purpose
2. Content is so dissected from its original form when translated into a presentation that its meaning is lost
3. Content is presented in its original form as an emotional speech, an historical declaration, or a memoir and should be preserved
4. Examples:
 - a. The Gettysburg Address
 - b. Martin Luther King's *I have a dream* speech
 - c. The Declaration of Independence
 - d. *The Diary of Ann Frank*

B. Characteristics of Appropriate Content for Presentation Software

1. To **Educate**
 - a. To educate about earthquakes in the Pacific Northwest
 - b. To educate how to use software applications
 - c. To emphasize key points during a presentation or speech
 - d. To explain emergency procedures
2. To **Persuade**
 - a. To advertize and describe the features of a product
 - b. To sell cars with interactive features that allow users to select color combinations, trim, and other options
3. To **Narrate**, Broadcast Messages, or Entertain
 - a. To display the names of the students who placed in FBLA competitions
 - b. To display the words of a song or speech for audience participation
 - c. To broadcast a list of location changes at a conference
 - d. To portray the devastation wreaked by Hurricane Katrina

- II. Methods of Presentation Delivery and Distribution** – Used separately or in combination, depending upon the message and the audience
- A. **Group Delivery with Speaker** - As a supplement and complement to a speaker-delivered presentation
 1. Slides support information presented by the speaker
 2. Slides display graphic items that enhance communication
 3. Slides present key points for added emphasis of content
 4. The key word in this method is **supplement**. When delivered with an oral presentation, slide show content should not contain so much information that it can **substitute** for the speaker!
 - B. **Group Delivery without Speaker**
 1. Presentation is played one time to an audience
 2. Does not require explanation or interpretation by a speaker
 3. May be displayed to entertain an audience prior to a speech or event
 4. May be used to inform an audience about procedures
 - C. **Continuous Loop**
 1. Presentation is played repeatedly until manually stopped
 2. Presentation may or may not have a logical beginning and end
 3. Often used at trade shows where people rotate through at different times throughout the day
 4. May be used to broadcast general information, such as school announcements or changes to room locations
 - D. **Rolling Script**
 1. Presentation is played at a moderate pace to allow for user participation
 2. Presentation is usually stand-alone content, such as a prop for posting the lyrics of a song or the lines of a poem
 - E. **Self-Serve**
 1. May be delivered via a website, such as the Microsoft training presentations that are user-selected and interactive
 2. Self-paced and often interactive
 3. May be accompanied by a narration embedded within the presentation
 - F. **As hardcopy** – to complement presentations and enable retention of information
 1. **To enable comprehension**
 - a. This method is especially effective when the content is foreign to the audience or user, has to be remembered, is procedural, or is presented to a large group
 - b. A handout with 3 slides per page allows room for the audience to record notes beside each slide

- c. The amount of slides per sheet should vary according to the amount of text on each slide and the space needed for taking notes
- d. There's little point in distributing handouts that are too small to read.
- e. Handouts can be distributed in color, grayscale, or black and white. If printing on a black and white printer, be sure to select black and white or grayscale format to ensure clear prints.
- f. A footer should be formatted on handouts that are distributed

2. **To assist the speaker**

- a. A notes page contains one slide per page and any notes that accompany the slide.
- b. An outline view presents the information in compact form without graphics
- c. Speaker has the notes or outline in front of her/him while presentation is displayed in the background